IN THE CLAIMS:

1.   (Currently Amended) A method for tracking a placement of a content element in a publication, comprising:

detecting at least one placement tag associated with the content element in a computer system, the content element comprising at least a portion of a content item to be placed in the publication;

determining at least one position in the publication at which the content element is placed when the at least one placement tag is detected by determining the at least one position of the content element in terms of a set of rectangular coordinates and an area; and

generating a placement report that logs the at least one position of the content element within the publication by generating a blank placement report in a memory, and writing the set of rectangular coordinates and the area to the blank placement report.

2.   (Original) The method of claim 1, further comprising placing the content item in the at least one position in the publication.

3.   (Currently Amended) The method of claim 1, wherein the step of generating the placement report that logs the at least one position of the content element within the publication further comprises:

identifying a placement report identifier associated with the at least one placement tag; and

writing the placement report identifier to the blank placement report.

4.   (Canceled)

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5.   (Original) The method of claim 1, further comprises drawing an association between the at least one placement tag and the content element.

6.   (Original) The method of claim 5, wherein the step of drawing the association between the at least one placement tag and the content element further comprises identifying the at least one placement tag as an attribute associated with the content element.

7.   (Original) The method of claim 5, wherein the step of drawing the association between the at least one placement tag and the content element further comprises identifying the content element encapsulated between a pair of placement tags.

8.   (Currently Amended) A program embodied in a computer readable medium for tracking a placement of a content element in a publication, comprising:

code that detects at least one placement tag associated with the content element, the content element comprising at least a portion of a content item to be placed in the publication;

code that determines at least one position in the publication at which the content element is placed when the at least one placement tag is detected, the position of the content element being determined in terms of a set of rectangular coordinates and an area; and

code that generates a placement report that logs the at least one position of the content element within the publication by generating a blank placement report in a memory, and writing the set of rectangular coordinates and the area to the blank placement report.

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9.   (Original) The program embodied in the computer readable medium of claim 8, further comprising a page layout engine that places the content item in the at least one position in the publication.

10.   (Currently Amended) The program embodied in the computer readable medium of claim 8, wherein the code that generates the placement report that logs the at least one position of the content element within the publication further comprises:

code that identifies a placement report identifier associated with the at least one placement tag; and

code that writes the placement report identifier to the <u>blank</u> placement report.

11.   (Canceled)

12.   (Original) The program embodied in the computer readable medium of claim 8, further comprises code that associates the at least one placement tag with the content element.

13.   (Original) The program embodied in the computer readable medium of claim 12, wherein the code that associates the at least one placement tag with the content element further comprises code that identifies the at least one placement tag as an attribute associated with the content element.

14.   (Original) The program embodied in the computer readable medium of claim 12, wherein the code that associates the at least one placement tag with the content element further comprises code that identifies the content element encapsulated between a pair of placement tags.

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15.   (Currently Amended) A system for tracking a placement of a content element in a publication, comprising:

means for detecting at least one placement tag associated with the content element, the content element comprising at least a portion of a content item to be placed in the publication;

means for determining at least one position in the publication at which the content element is placed when the at least one placement tag is detected by determining the at least one position of the content element in terms of a set of rectangular coordinates and an area; and

means for generating a placement report that logs the at least one position of the content element within the publication by generating a blank placement report in a memory, and writing the set of rectangular coordinates and the area to the blank placement report.

16.   (Original) The system of claim 15, further comprising means for placing the content item in the at least one position in the publication.

17.   (Currently Amended) The system of claim 15, wherein the means for generating the placement report that logs the at least one position of the content element within the publication further comprises:

means for identifying a placement report identifier associated with the at least one placement tag; and

means for writing the placement report identifier to the blank placement report.

18.   (Canceled)

19.   (Original) The system of claim 15, further comprises means for associating the at least one placement tag with the content element.

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20.   (Original) The system of claim 19, wherein the means for associating the at least one placement tag with the content element further comprises means for identifying the at least one placement tag as an attribute associated with the content element.

21.   (Original) The system of claim 19, wherein the means for associating the at least one placement tag with the content element further comprises means for identifying the content element encapsulated between a pair of placement tags.

22.   (Original) A method for tracking a placement of a content element in a publication, comprising:

    detecting at least one placement tag associated with the content element in a computer system, the content element comprising at least a portion of a content item to be placed in the publication;

    placing the content item in the at least one position in the publication;

    determining at least one position in the publication in terms of a set of rectangular coordinates and an area at which the content element is placed when the at least one placement tag is detected; and

    generating a placement report that logs the at least one position of the content element within the publication by:

        generating a blank placement report;

        writing the set of rectangular coordinates and the area to the placement report;

        identifying a placement report identifier associated with the at least one placement tag; and

        writing the placement report identifier to the placement report.

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23.   (Original) A system for tracking a placement of a content element in a publication, comprising:

a processor circuit having a processor and a memory;

a placement report generator stored in the memory and executable by the processor, the placement report generator comprising:

logic that detects at least one placement tag associated with the content element, the content element comprising at least a portion of a content item to be placed in the publication;

a page layout engine that places the content item in the at least one position in the publication;

logic that determines at least one position in the publication in terms of a set of rectangular coordinates and an area at which the content element is placed when the at least one placement tag is detected; and

logic that generates a placement report that logs the at least one position of the content element within the publication, comprising:

logic that generates a blank placement report;

logic that writes the set of rectangular coordinates and the area to the placement report;

logic that identifies a placement report identifier associated with the at least one placement tag; and

logic that writes the placement report identifier to the placement report.

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